



# FEED THE FUTURE

The U.S. Government's Global Hunger and Food Security Initiative

## Feed the Future Country Fact Sheet

Online Version: <https://feedthefuture.gov/article/new-private-sector-focused-program-help-us-asean-deepen-food-security-cooperation>

## New Private Sector-Focused Program to Help U.S., ASEAN Deepen Food Security Cooperation

Building on the strong support for the [Association of Southeast Asian Nations](#) (ASEAN) that President Obama reaffirmed at the ASEAN-United States Leaders Meeting in November, Feed the Future is launching a new program to help strengthen the regional organization's ability to ensure food security for its 600 million citizens.

The program's new focus on the private sector follows on the first-ever formal dialogue between ASEAN agriculture ministers and agribusinesses at the November meeting. USAID will manage the three-year project, called Maximizing Agricultural Revenue through Knowledge, Enterprise Development, and Trade, or MARKET.

This project will promote the role of the private sector and public-private dialogue on food security policies and solutions. It also aims to strengthen food-related trade efficiency and information technology systems within ASEAN member states.

[Read the White House fact sheet](#)